



The Premier Cricket League in the Nation



Who We Are Mission Vision and Values

Our Mission

The WCL shall create opportunities for all persons to participate in the game of cricket and in social and charitable events irrespective of age, gender, disability, race, creed or ethnicity through the promotion and development of cricket

Vision

The WCL seeks to continue to maintain and enhance its position as the premier cricket organization in the United States of America and pursue its drive for excellence.

Values

We are WCL the premier cricket league in the USA, one community united for the purpose of excellence on and off the field, we are WCL we embrace our diversity and culture.

Contact Us

Washington Cricket League

P O Box 11717, Burke, VA 22009

<http://www.wclinc.com/>



Washington
Cricket
League Inc

Strategic Plan 2020 and beyond



Strengths

- Governance and Compliance
- Organization
- Size and Diversity
- Rich history and tradition
- Standard of Competition

Weaknesses

- Capacity
- Infrastructure
- Turnover
- Transient community
- Over reliance on volunteers

Strategic Plan

Five Year Plan

Goals and Objectives

1. **To develop a suite of products that are able to meet the needs of a diverse cricket community from recreational to first class**
 - 1.1. Assess the viability of a WCL PL league tournament with franchise opportunities
 - 1.2. Introduce T-10 competition
 - 1.3. Develop a year around youth league and outreach to public schools
 - 1.4. Pursue a women's competition
2. **Acquire and develop a first class cricket facility to meet international standards**
 - 2.1. Engage local leaders and government officials
 - 2.2. Identify suitable locations
 - 2.3. Develop an acquisition plan and funding goals
 - 2.4. Acquire and develop facility
3. **Enhance financial position by developing new streams of non- dues revenue**
 - 3.1. Monetization of WCL brand
 - 3.2. Commercialization of competition
 - 3.3. Corporate Sponsorship



Opportunities

- Commercialization of competition
- Monetization of online presence on social media
- Field of dreams

Threats

- Competition for facilities
- Aging membership